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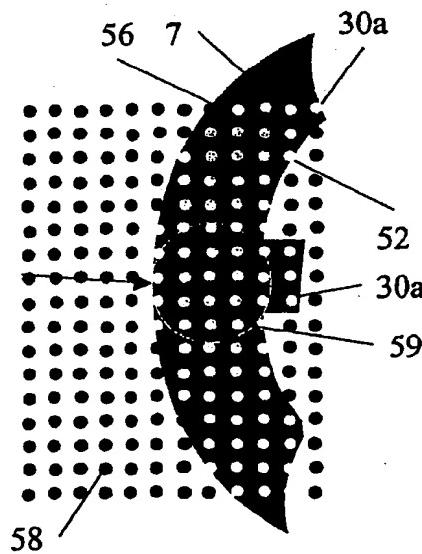
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(54) Title: METHODS AND APPARATUS FOR GENERATING IMAGES



(57) Abstract: A method of generating an image comprising a position identifying pattern (6) and content (7) comprises the steps of: defining criteria relating to a region where the content and the pattern are superimposed, the criteria determining whether the pattern (6) will be distinguishable over the content (7) when applied to a product; identifying such a region (7) in the image; and selecting a characteristic of the pattern or the content in the region on the basis of the criteria, such that the image in the region meets the criteria.